

Memorandum
Parks and Recreation



TO: Mayor and City Council
THROUGH: Jeff Kulaga, Assistant City Manager, 480-350-8844
Mark Richwine, Parks and Recreation Manager, 480-350-5325
FROM: Travis Dray, Parks and Recreation Deputy Manager, 480-350-5182
DATE: April 22, 2008
SUBJECT: P.F. Chang's Rock N Roll Marathon and Half Marathon Update.

The 2008 P.F. Chang's Marathon and Half marathon set a World Record as the largest combined running event in the world. With over 35,000 runners participating in the 2008 event, the Tourism and Recreation Council Committee asked Elite Racing representative Bruce Skinner to update the Council on the 2008 event, and economic impact study in conjunction with Arizona State University, Arizona Office of Tourism, and Northern Arizona University.



**P.F. Chang's Rock 'n' Roll Arizona™
Marathon & ½ Marathon
Phoenix/Scottsdale/Tempe
January 18, 2009**

**P.F. Chang's Rock 'n' Roll Arizona Marathon
Room Nights by City***

| City | Room Nights | Percent of Total |
|---------------|--------------------|-------------------------|
| 1. Phoenix | 12,214 | 45.22% |
| 2. Tempe | 7,955 | 29.45 |
| 3. Scottsdale | 5,964 | 22.08 |
| 4. Mesa | 362 | 1.34 |
| 5. Other | 513 | 1.90 |

**Study completed by Arizona State University School of Business, 2008*

**P.F. Chang's Rock 'n' Roll Arizona Marathon
Economic Impact by City***

| | |
|----------------------|---------------------|
| 1. Phoenix | \$19,896,800 |
| 2. Tempe | 12,958,000 |
| 3. Scottsdale | 9,715,200 |
| 4. Mesa | 836,000 |
| 5. Other | 589,600 |

*Survey conducted by Northern Arizona University, commissioned by Arizona Office of Tourism